

Rep Order# 6861695 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 213177  
Printed: 10/09/2012 8:38 AM  
Last Received: 10/08/2012 9:34 PM

Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax# *1-800-234-1234*

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845  
*1-800-234-1234*

--- CONTRACT COMMENT ---  
SC==\*

--- REMARKS ---

REV ORDER  
ATTN ALL LINES  
NO CHANGE IN TTL  
PLEASE CNE  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5		PEOPLE'S COURT<	10/10-10/10	0	\$0.00	:30	0			0	\$50.00
		Sales Remark:	V3 CNX								
		C									
		V3 Comment Changed,	Spots/week Changed								
*6		PEOPLE'S COURT<	10/12-10/12	0	\$0.00	:30	0	F	1P-2P	0	\$50.00
		Sales Remark:	V3 CNX								
		V3 Comment Changed,	Spots/week Changed								
*7		PEOPLE'S COURT<	10/15-10/15	0	\$0.00	:30	0	M	1P-2P	0	\$50.00
		Sales Remark:	V3 CNX								
		V3 Comment Changed,	Spots/week Changed								
*8		PEOPLE'S COURT<	10/16-10/16	0	\$0.00	:30	0	TU	1P-2P	0	\$50.00
		Sales Remark:	V3 CNX								
		V3 Comment Changed,	Spots/week Changed								
*9		AMR FUN-VIDEOS<	10/11-10/11	1	\$100.00	:30	1	TH	4P-5P	1	\$100.00
		Sales Remark:	V3 REV RATE								
		V3 Comment Changed,	Rate Changed								

*B*

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EC'd Yes Traffic Order# 213177

Station	KASA-TV ALBUQUERQUE, NM.	Agency	( ) THE NEW MEDIA FIRM	Printed:	10/09/2012 8:38 AM
Advertiser	( ) MICHELLE LUJAN-GRIS		1322 G STREET SE	Last Received:	10/08/2012 9:34 PM
Product	Candidate		WASHINGTON, DC 20003	Showing Buylines: All	Rep Revised Lines
Estimate#	1736	Agency C/P1/P2/E	347/365/1736		
Buyer	Michele Certo	Flight Dates	10/10/2012 - 10/16/2012		
Phone#		Hiatus Weeks			
Fax#					
Ln	Daypart	Program	Dates	# of Weeks	Total Cost
---	---	---	---	---	---
*10		AMR FUN-VIDEOS<	10/12-10/12	1	\$100.00
		Sales Remark:	V3 REV RATE		
			V3 Comment Changed, Rate Changed		
*11		AMR FUN-VIDEOS<	10/15-10/15	1	\$100.00
		Sales Remark:	V3 REV RATE		
			V3 Comment Changed, Rate Changed		
*12		AMR FUN-VIDEOS<	10/16-10/16	0	\$0.00
		Sales Remark:	V3 CNX		
			V3 Comment Changed, Spots/week Changed		
*13		NEWS	10/10-10/10	1	\$1,000.00
		Sales Remark:	V3 REV RATE		
			V3 Comment Changed, Rate Changed		
*14		NEWS	10/12-10/12	0	\$0.00
		Sales Remark:	V3 CNX		
			V3 Comment Changed, Spots/week Changed		
*17		PC	10/10-10/12	1	\$150.00
		Sales Remark:	V3 PART OF MKGD .		
			V3 Added		
*18		PC	10/15-10/15	1	\$50.00
		Sales Remark:	V3 PART OF MKGD		
			V3 Added		

---REPORT TOTALS---  
Report Totals: 7 / \$1,500.00

---SALES MONTHLY TOTALS---

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Traffic Order# 213177

Printed: 10/09/2012 8:38 AM  
Last Received: 10/08/2012 9:34 PM

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax#  
Oct 12: 13 / \$2,560.00  
Sales Totals: 13 / \$2,560.00  
Station Totals: 13 / \$2,560.00  
Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—  
Market Totals \$32,000  
EST SHARES  
—COMPETITIVE COMMENTS—

Books NCV12  
Demos RA35+

—CREDIT RISK—  
CASH IN ADVANCE

Showing Buylines: All Rep Revised Lines

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks  
Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks  
Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

CABL 0% KASA 8% KASY 0% KLuz 0% ROAT 37%

KOB 29% KRQE 26% KWBO 0%

3 of 3

KASA

Albuquerque, NM

Lujan-Grisham for Congress

Kasa # 213177 - Ace #6861695 - Date - 10.8.12

MAKEGOODS

Rep Order# 6861695 Ver# 1 Status New  
 EC'd Yes

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) MICHELLE LUJAN-GRIS  
 Product Candidate  
 Estimate# 1736  
 Buyer Michele Certo  
 Phone#  
 Fax#

Agency ( ) THE NEW MEDIA FIRM  
 1322 G STREET SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 347/363/1736  
 Flight Dates 10/10/2012 - 10/16/2012  
 Hiatus Weeks

Traffic Order# 213177 Printed: 10/08/2012 8:24 AM  
 Last Received: 10/07/2012 1:46 PM  
 Showing Buylines: All Lines

-- CONTRACT COMMENT --

SC=\*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	-----	DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
2	DOCTORS<	BuyLine Comment: 4/25	10/11-10/11	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
3	DOCTORS<	BuyLine Comment: 4/25	10/12-10/12	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
4	DOCTORS<	BuyLine Comment: 4/25	10/16-10/16	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
5	PEOPLE'S COURT<	10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00	
6	PEOPLE'S COURT<	10/12-10/12	1	\$50.00	:30	1	F	1P-2P	1	\$50.00	
7	PEOPLE'S COURT<	10/15-10/15	1	\$50.00	:30	1	M	1P-2P	1	\$50.00	
8	PEOPLE'S COURT<	10/16-10/16	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00	
9	AMR FUN-VIDEOS<	10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00	
10	AMR FUN-VIDEOS<	10/12-10/12	1	\$75.00	:30	1	F	4P-5P	1	\$75.00	
11	AMR FUN-VIDEOS<	10/15-10/15	1	\$75.00	:30	1	M	4P-5P	1	\$75.00	
12	AMR FUN-VIDEOS<	10/16-10/16	1	\$75.00	:30	1	TU	4P-5P	1	\$75.00	

*Joy*  
10/8/12

*PHILADELPHIA  
AMY MCCREARY*

*1100*

Rep Order# 6861695 Ver# I Status New  
EC'd Yes

Traffic Order#  
Printed: 10/08/2012 8:24 AM  
Last Received: 10/07/2012 1:46 PM  
Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.	Agency ( ) THE NEW MEDIA FIRM 1322 G STREET SE WASHINGTON, DC 20003	Rep Firm ( ) PHILADELPHIA Sales Office ( ) AMY MCCREARY
Advertiser ( ) MICHELLE LUJAN-GRIS Candidate		
Product 1736		
Estimate# 1736		
Buyer Michele Certo		
Phone# 215-568-6540		
Fax# 215-568-1845		
Ln Daypart Program	Dates # of Weeks	Total Cost Len
13 NEWS	10/10-10/10 1	\$500.00 :30
14 NEWS	10/12-10/12 1	\$500.00 :30
15 NEWS	10/15-10/15 1	\$500.00 :30
16 NEWS	10/16-10/16 1	\$500.00 :30

--REPORT TOTALS--

Report Totals: 16 / \$2,560.00

--SALES MONTHLY TOTALS--

Oct 12: 16 / \$2,560.00  
Sales Totals: 16 / \$2,560.00  
Station Totals: 16 / \$2,560.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$32,000	CABL 0%	KASA 8%	KASSY 0%	KLUZ 0%	KCAT 37%
		KOB 29%	KRQE 26%	KWBQ 0%		

--COMPETITIVE COMMENTS--

EST SHARES

Books NOV12  
Demos RA35+

-- CREDIT RISK --  
CASH IN ADVANCE

Rep Order# 6861695 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 213177 Printed: 10/08/2012 10:01 AM  
Last Received: 10/08/2012 8:25 AM

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Agency ( ) PHILADELPHIA  
( ) AMY MCCREARY  
Sales Office ( )  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --  
SEE PROG NOTES AND RATES NEEDED BELOW.

In	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1	-----	DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
		Station Remark: V2 7-8A W/O 10/8 AIRING KROQ BALLOON FIESTA SPECIAL IN NEW MEXICO STYLE. CH PR LINES 1-4									
*5	PEOPLE'S COURT<		10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
	Station Remark: V2 JUDGE MATHEWS IN TP. PER NSM JG NEED \$75 EA LINES 5-8										
*9	AMR FUN-VIDEOS<		10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
	Station Remark: V2 NEED \$100 EACH LINES 9-12										
*13	NEWS		10/10-10/10	1	\$500.00	:30	1	W	9P-930P	1	\$500.00
	Station Remark: V2 NEED \$1000 THIS LINE										
*14	NEWS		10/12-10/12	1	\$500.00	:30	1	F	9P-930P	1	\$500.00
	Station Remark: V2 NEED \$1000 THIS LINE										

--REPORT TOTALS--

Report Totals: 5 / \$1,140.00

--SALES MONTHLY TOTALS--

Oct 12: 16 / \$2,560.00

Rep Order# 6861695 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 213177

Printed: 10/08/2012 10:01 AM

2 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax#  
Sales Totals: 16 / \$2,560.00  
Station Totals: 16 / \$2,560.00  
Lines not sent/reld/rtrn: 0 / \$0.00  
--COMPETITIVE-- Market Totals \$32,000  
--COMPETITIVE COMMENTS--  
EST SHARES

Books Nov12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Last Received:

Showing Buylines: Last Sta Revised Lines

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks  
Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

KASA 0% KASA 8% KASY 0% KLUTZ 0% KOTAT 37%

KOB 29% KRQE 26% KWBLQ 0%

Agency: New Media Firm

Advertiser: POU/Michelle Lujan-Grisham 1 Dist Congress

Line: 1

Time Period: Ta-ga

Line: 2

Time Period: Ta-ga

Line: 3

Time Period: Ta-ga

Line: 4

Time Period: Ta-ga

Line: 5

Time Period: 9p-930p

Line: 6

Time Period: 4p-5p

Line: 7

Time Period: 4p-5p

Line: 18

Time Period: 4p-5p

Line: 19

Time Period: 4p-5p

Line: 20

Time Period: 9p-930p

Line: 21

Time Period: 12p-1p

Order	At Order Estimate	Date	Length/Priority	Air Time	Product	Ad-ID	Rate	Station: KASA
213177 068616951736	10/10/12	:30 P5	7:30:10 AM Candidate	TV109X10812	\$15.00		\$15.00	Time Period: Ta-ga
213177 068616951736	10/11/12	:30 P5	7:32:56 AM Candidate	TV109X10812	\$15.00		\$15.00	Time Period: Ta-ga
213177 068616951736	10/12/12	:30 P5	7:07:29 AM Candidate	TV109X10812	\$15.00		\$15.00	Time Period: Ta-ga
213177 068616951736	10/16/12	:30 P5	7:29:42 AM Candidate	TV109X10812	\$15.00		\$15.00	Time Period: Ta-ga
213177 068616951736	10/16/12	:30 P4	9:37:26 PM Candidate	TV109X10812	\$500.00		\$500.00	Time Period: 9p-930p
213177 068616951736	10/15/12	:30 P4	9:18:27 PM Candidate	TV109X10812	\$500.00		\$500.00	Time Period: 9p-930p
213177 068616951736	10/11/12	:30 P3	4:15:26 PM Candidate	TV109X10812	\$100.00		\$100.00	Time Period: 4p-5p
213177 068616951736	10/12/12	:30 P3	4:14:26 PM Candidate	TV109X10812	\$100.00		\$100.00	Time Period: 4p-5p
213177 068616951736	10/15/12	:30 P3	4:30:22 PM Candidate		\$100.00		\$100.00	Time Period: 4p-5p
213177 068616951736	10/16/12	:30 P3	9:23:10 PM Candidate	TV109X10812	\$1,000.00		\$1,000.00	Time Period: 9p-930p
213177 068616951736	10/10/12	:30 P3	12:44:29 PM Candidate	TV109X10812	\$75.00		\$75.00	Time Period: 12p-1p
213177 068616951736	10/11/12	:30 P3	12:58:20 PM Candidate	TV109X10812	\$75.00		\$75.00	Time Period: 12p-1p

[Sorted by: Line]

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Total Charges: see schedule

						See Schedule
Broadcast Length	Time of Day, Rotation or Package	Days	Times per Week	Class	Number of Weeks	

do hereby request station time as follows:

election to be held on: June 5, 2010

in the Primary Election

party for the office of: US Congress

qualified candidate of the Democratic political

being/on behalf of: Michelle Lujan Grisham , a legally

I, The New Media Firm

Station and Location: Date:

To Avail Themselves of The Lowest Unit Charging During a Political Window, Federal Candidates Must Sign The Certification On Page 2

FEDERAL CANDIDATE       STATE/LOCAL CANDIDATE  
(check applicable box)

## POLITICAL CANDIDATE ADVERTISEMENTS AGREEMENT FORM FOR

Title _____	Printed Name _____	Signature _____
-------------	--------------------	-----------------

<input type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
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### To Be Signed By Station Representative

	Signature _____	Date _____
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### To Be Signed By Candidate or Authorized Committee

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

Bruce F. Malott, CPA

The name of the treasurer of the candidate's authorized committee is:

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.  
and you are authorized to announce the time as paid for by such person or entity.

Committee to Elect Michelle Lujan Grisham

I represent that the payment for the above described broadcast time has been furnished by:

US Congress, NM-01

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

date \_\_\_\_\_

Printed name \_\_\_\_\_

TiErNEY HuAT

Signature of candidate or authorized committee



the television programming contains a clearly identifiable photograph or similar paid for the broadcast,  
image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate has approved the broadcast, and that the candidate's authorized committee



radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast,



(check applicable box)

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

 does

 does not

to be broadcast (in whole or in part) pursuant to this agreement:  
(name of federal candidate or authorized committee) hereby certify that the programming

I, The New Media Firm for Michelle Lujan Grisham

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification Is Required:
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## CANDIDATE CERTIFICATION